

**Snohomish County**  
**Quit Line Data Summary**  
October 1 - December 31, 2002

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 307</b>	<b>N = 3,753</b>
<b>Percent of Statewide Calls</b>	9.9%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	10.3%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 297</b>	<b>N = 3,291</b>
Female	56.9%	61.0%
Male	43.1%	39.0%
<b>Race/Ethnicity</b>	<b>N = 284</b>	<b>N = 2,816</b>
People of Color	12.0%	13.9%
White	88.0%	86.1%
<b>Age</b>	<b>N = 298</b>	<b>N = 2,956</b>
Less than 18 years old	2.3%	2.7%
18 - 24 years old	16.1%	14.4%
25 - 34 years old	24.8%	21.8%
35 - 44 years old	19.8%	25.9%
45 years and older	36.9%	35.1%
<b>Education</b>	<b>N = 294</b>	<b>N = 2,860</b>
Did not graduate high school	16.3%	18.4%
High school graduate	37.8%	33.3%
Some college/vocational school	34.4%	34.9%
College graduate	11.6%	13.5%
<b>Caller Type</b>	<b>N = 300</b>	<b>N = 3,367</b>
General Information	3.3%	11.2%
Health care provider	0.7%	2.9%
Tobacco user	96.0%	85.9%
<b>Payer Type</b>	<b>N = 220</b>	<b>N = 2,129</b>
Insured	45.9%	41.5%
Uninsured	25.5%	24.9%
Medicaid	28.6%	33.5%
<b>Heard About</b>	<b>N = 269</b>	<b>N = 2,888</b>
Past caller	20.8%	18.5%
Employer/worksites	0.7%	0.8%
Health care provider	23.8%	21.8%
Television	17.1%	18.4%
Outdoor advertisement (billboard/bus/wall)	9.7%	7.2%
Targeted mailing	1.1%	0.9%
Great Start	0.7%	0.1%
Radio	1.9%	2.2%
Newspaper/Magazine	1.5%	2.2%
Brochure/Newsletter	7.4%	6.2%
Family or friend	14.1%	17.9%
Health Department	1.1%	2.9%
School	0.0%	0.9%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.